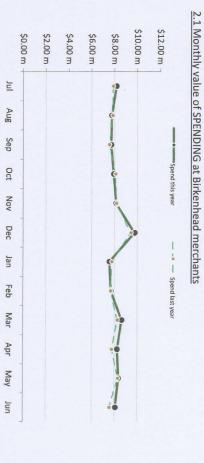
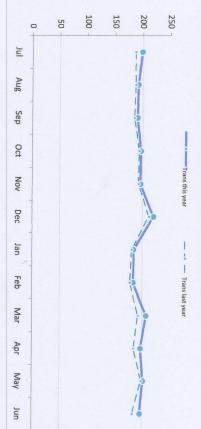
Tady Paten Between Paretons

2. Monthly breakdown of spending in the Birkenhead marketplace

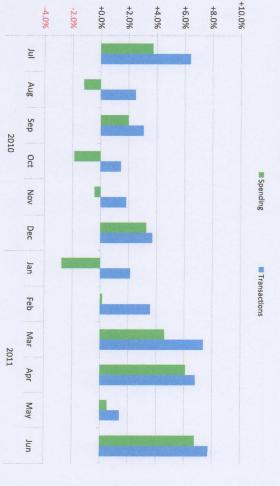
01 Jul 2010 to <mark>30 Jun 2011 v</mark>s same period last year



2.2 Monthly TRANSACTION volumes at Birkenhead merchants



2.3 Percentage change over the same month last year



2.4 Chart Data

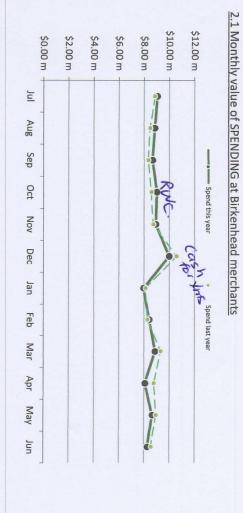
	4.0%	1.7%	Full Year
<- Best Month	7.7%	6.7%	June
	1.4%	0.5%	May
	6.8%	6.1%	April
	7.4%	4.6%	March
	3.6%	0.1%	February
<- Worst Mont	2.1%	-2.8%	January
	3.7%	3.3%	December
	1.8%	-0.4%	November
	1.5%	-1.9%	October
	3.1%	2.0%	September
	2.5%	-1.2%	August
	6.4%	3.7%	July
	Transactions	Spending	

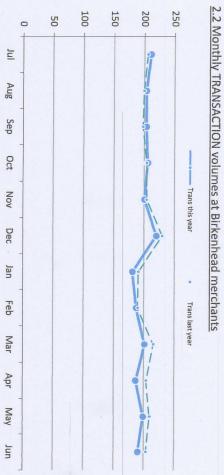
Reading these Charts

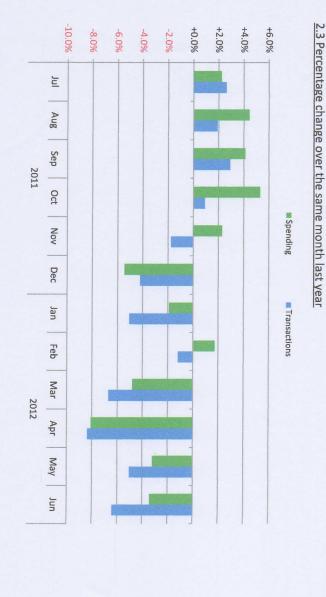
This page shows the monthly spending and transaction trends this year and last year. In the top left chart, the solid dark green line refers to monthly spending this year and the green dotted line refers to the previous year. The right-hand chart refers to monthly transaction volumes, again the solid line relates to this year and the dotted line refers to the previous year.

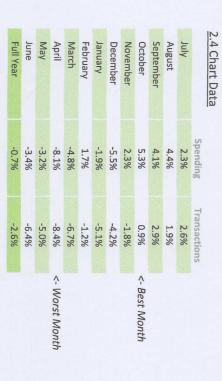
2. Monthly breakdown of spending in the Birkenhead marketplace

01 Jul 2011 to 30 Jun 2012 vs same period last year







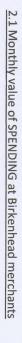


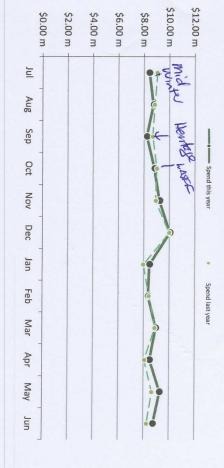
Reading these Charts

This page shows the monthly spending and transaction trends this year and last year. In the top left chart, the solid dark green line refers to monthly spending this year and the green dotted line refers to the previous year. The right-hand chart refers to monthly transaction volumes, again the solid line relates to this year and the dotted line refers to the previous year.

2. Monthly breakdown of spending in the Birkenhead marketplace

01 Jul 2012 to 30 Jun 2013 vs same period last year





2.2 Monthly TRANSACTION volumes at Birkenhead merchants



2.3 Percentage change over the same month last year



	3.4%	0.9%	Full Year
	15.0%	5.8%	June
<- Best Month	10.6%	7.1%	May
	9.6%	5.0%	April
	3.0%	0.9%	March
	2.4%	-0.8%	February
	8.3%	6.0%	January
	3.0%	0.5%	December
	5.6%	3.3%	November
	-0.7%	-2.3%	October
	-4.3%	-5.3%	September
	-1.3%	-1.3%	August
<- Worst Month	-7.7%	-6.9%	July
	Transactions	Spending	
			2.4 Chart Data

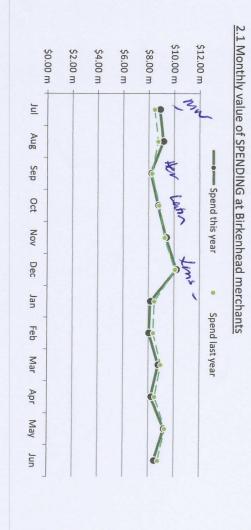
Reading these Charts

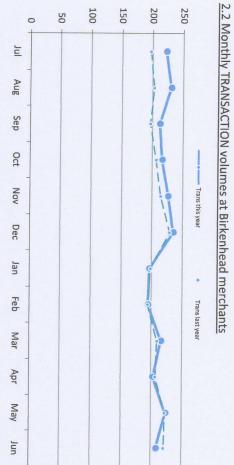
This page shows the monthly spending and transaction trends this year and last year. In the top left chart, the solid dark green line refers to monthly spending this year and the green dotted line refers to the previous year. The right-hand chart refers to monthly transaction volumes, again the solid line relates to this year and the dotted line refers to the previous year.

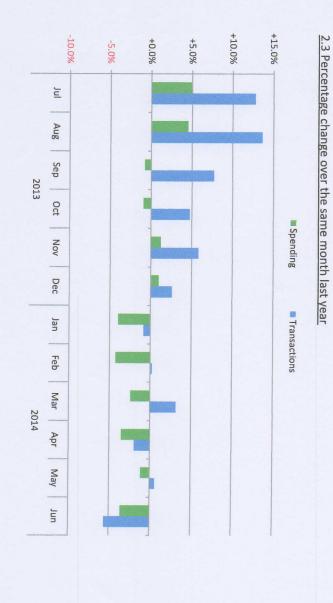
Page 6 of 20

2. Monthly breakdown of spending in the Birkenhead marketplace

01 Jul 2013 to 30 Jun 2014 vs same period last year







2.4 Chart Data

Spending Transactions July 4.9% 12.8% <- Best Mont August 4.5% 13.6% September -0.8% 7.7% October -1.0% 4.8% November 1.2% 5.8% December 0.9% 2.6% December 0.9% -0.9% January -4.3% 0.2% <- Worst Mo March -2.4% 3.2% April -3.6% -2.0% May -1.1% 0.6% June -3.6% -5.7%		3.5%	-0.7%	Full Year
Spending Transactions 4.9% 12.8% 4.5% 13.6% 4.5% 7.7% -0.8% 7.7% -1.0% 4.8% er 1.2% 5.8% -1.0% -0.9% -4.3% 0.2% -2.4% 3.2% -3.6% -2.0% -1.1% 0.6%		-5.7%	-3.6%	June
Spending Transactions 4.9% 12.8% 4.5% 13.6% -0.8% 7.7% -1.0% 4.8% er -1.0% 5.8% er 0.9% 2.6% -4.0% -0.9% -4.3% 0.2% -2.4% 3.2% -3.6% -2.0%		0.6%	-1.1%	May
Spending Transactions 4.9% 12.8% 4.5% 13.6% 4.5% 7.7% -0.8% 7.7% -1.0% 4.8% er -1.0% 5.8% er 0.9% 2.6% -4.0% -0.9% -2.4% 3.2%		-2.0%	-3.6%	April
Spending Transactions 4.9% 12.8% 4.5% 13.6% 4.5% 7.7% 4.10% 4.8% er -1.0% 4.8% er 0.9% 5.8% -4.0% -0.9% -4.3% 0.2%		3.2%	-2.4%	March
Spending Transactions 4.9% 12.8% 4.5% 13.6% 4.5% 7.7% 4.8% 4.8% 4.8% 5.8% 5.8% -4.0% -0.9%	<- Worst Month	0.2%	-4.3%	February
Spending Transactions 4.9% 12.8% 4.5% 13.6% -0.8% 7.7% -1.0% 4.8% er 1.2% 5.8% 2.6%		-0.9%	-4.0%	January
\$pending 4.9% 4.5% ember -0.8% ber -1.0% ember 1.2%		2.6%	0.9%	December
Spending Transactions 4.9% 12.8% 4.5% 13.6% ember -0.8% 7.7% ber -1.0% 4.8%		5.8%	1.2%	November
Spending Transactions 4.9% 12.8% 4.5% 13.6% ember -0.8% 7.7%		4.8%	-1.0%	October
Spending Transactions 4.9% 12.8% 4.5% 13.6%		7.7%	-0.8%	September
Spending Transactions 4.9% 12.8%		13.6%	4.5%	August
	<- Best Montl	12.8%	4.9%	July
		Transactions	Spending	

Reading these Charts

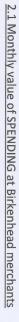
This page shows the monthly spending and transaction trends this year and last year. In the top left chart, the solid dark green line refers to monthly spending this year and the green dotted line refers to the previous year. The right-hand chart refers to monthly transaction volumes, again the solid line relates to this year and the dotted line refers



2. Monthly spending in the Birkenhead Retail Centre

MARKETVIEW
Precision Market Intelligence

01 Jul 2014 to 30 Jun 2015 vs same period last year





2.3 Percentage change over the same month last year



2.2 Monthly TRANSACTION volumes at Birkenhead merchants



2.4 Chart Data

-1.6% -5.4% -6.2% -1.6% -5.2% -1.6% -5.2% -1.1% -6.9% -1.1% -6.0% -9.3%		6 3%	2 5%	Fill Vear
Spending Fransactions -1.6% -3.2% -5.4% -5.3% -5.4% -5.3% ber -0.3% -1.9% -0.2% 2.4% -1.7% -1.6% 11.1% -5.2% 12.3% -5.2% 12.3% -5.2% 14.1% -6.9% 14.1% -6.9% 14.1% -6.0% 12.9%		19.6%	9.3%	June
Spending Fransactions -1.6% -3.2% -5.4% -5.3% ber -0.3% -1.9% -0.2% 2.4% -1.7% -1.6% 11.1% -5.2% 12.3% -1.6% 14.2% -6.9% 14.1% -1.1% 14.6%		12.9%	6.0%	May
ber -0.2% -1.5% -3.2% -5.4% -5.3% -1.9% -0.2% -1.7% -1.1% -5.2% 11.1% -5.2% 12.3% -1.2% -6.9% 14.1%	<- Best Month	14.6%	11.1%	April
Spending Transactions -1.6% -3.2% -5.4% -5.3% ber -0.3% -1.9% -0.2% 2.4% -0.2% -1.7% -1.6% 1.1% -5.2% 12.3%		14.1%	6.9%	March
Spending Transactions -1.6% -3.2% -5.4% -5.3% -5.4% -1.9% -0.2% -1.9% -0.2% -1.7% -1.6% 1.1% 5.2% 12.3%		14.2%	8.0%	February
Spending Transactions -1.6% -3.2% -5.4% -5.3% -5.4% -1.9% -0.2% 2.4% -5.2% -1.7% -1.6% 1.1%		12.3%	5.2%	January
-1.6% -3.2% -5.3% -0.2% -0.2% -1.9% -1.7%		1.1%	-1.6%	December
-1.6% -3.2% -5.3% -0.2% -0.2% 2.4%		-1.7%	-5.2%	November
-1.6% -3.2% -5.3% -0.3% -1.9%		2.4%	-0.2%	October
-1.6% -3.2% -5.3%		-1.9%	-0.3%	September
-1.6%	<- Worst Mont	-5.3%	-5.4%	August
Spending		-3.2%	-1.6%	July
		Transactions	Spending	

Reading these Charts

This page shows the monthly spending and transaction trends this year and last year. In the top left chart, the solid dark green line refers to monthly spending this year and the green dotted line refers to the previous year. The right-hand chart refers to monthly transaction volumes, again the solid line relates to this year and the dotted line refers to the previous year.

Auckland Council

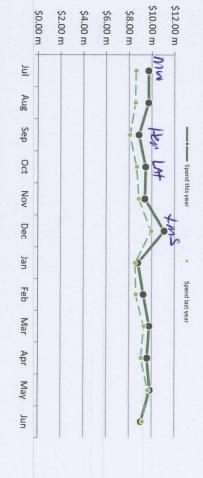


2. Monthly spending in the Birkenhead Retail Centre

MARKETVIEW

01 Jul 2015 to 30 Jun 2016 vs same period last year



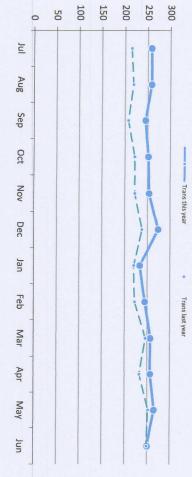


2.3 Percentage change over the same month last year



2.2 Monthly TRANSACTION volumes at Birkenhead merchants

300



100

0

150 200

2.4 Chart Data

13.5% 13.5% 13.5% er 9.7% er 11.5% 7.6% 5.2% 5.9% 1.7%		11.1%	7.0%	Full Year
12.7% 20.4% 13.5% 18.4% 13.5% 18.2% 13.5% 13.5% er 9.7% 13.5% 11.5% 14.2% 15.2% 15.2% 3.1% 5.9% 10.1% 5.9% 10.4% 1.7% 5.1%	<- Worst Mon	0.5%	-1.3%	June
12.7% 20.4% 13.5% 18.4% 13.5% 18.2% 13.5% 13.5% er 9.7% 13.5% er 11.5% 15.2% 3.1% 5.9% 7.6% 10.1% 5.2% 4.4% 5.9% 10.4%		5.1%	1.7%	May
12.7% 20.4% 13.5% 18.4% 13.5% 18.2% er 9.7% 13.5% er 6.1% 14.2% 11.5% 15.2% 3.1% 5.9% 7.6% 10.1%		10.4%	5.9%	April
12.7% 20.4% 13.5% 18.4% 13.5% 18.2% er 9.7% 18.2% er 6.1% 14.2% er 11.5% 15.2% 3.1% 5.9% 7.6% 10.1%		4.4%	5.2%	March
12.7% 20.4% 13.5% 18.4% 13.5% 18.2% 13.5% 18.2% er 6.1% 14.2% er 6.1% 15.2% 3.1% 5.9%		10.1%	7.6%	February
12.7% 20.4% 13.5% 18.4% er 9.7% 18.2% er 8.9% 13.5% 21 6.1% 14.2% er 11.5% 15.2%		5.9%	3.1%	January
12.7% 20.4% 13.5% 18.4% er 9.7% 18.2% 8.9% 13.5% 14.2%		15.2%	11.5%	December
12.7% 20.4% 13.5% 18.4% er 9.7% 18.2% 8.9% 13.5%		14.2%	6.1%	November
12.7% 20.4% 13.5% 18.4% er 9.7% 18.2%		13.5%	8.9%	October
12.7% 20.4%		18.2%	9.7%	September
	<- Best Month	18.4%	13.5%	August
		20.4%	12.7%	July
		Transactions	Spending	

Reading these Charts

relates to this year and the dotted line refers to the previous year. right-hand chart refers to monthly transaction volumes, again the solid line spending this year and the green dotted line refers to the previous year. The last year. In the top left chart, the solid dark green line refers to monthly This page shows the monthly spending and transaction trends this year and

Auckland Council